

Southwest Manitoba

READ **What-to-See — Where-to-Stay** AND
STUDY THE **Map** ON THE INSIDE PAGES



Southwest Manitoba

MANITOBA'S SUNNY SKIES beckon the vacationer to the southwest corner of the province for a variety of holiday recreations that's practically unsurpassable.

The sun shines on gently rolling hills, green valleys and clear, blue lakes that promise pleasure and relaxation.

From the International Peace Garden on the United States boundary (photo at top left), to Swan River at the fringe of the rugged northland, there are highways and side roads that lead to pleasant camping grounds, quiet fishing waters and up-to-date vacation resorts.

Rock Lake, 19 miles from the border, has historical background as well as beautiful scenery. Cottages that fringe the lake are built on the stamping grounds of a famous Indian tribe that lived and battled and died there. Pelican Lake, Oak Lake and the Souris River Valley are popular summer resorts for fishing and family vacations. Anglers thrill to the challenge of scrappy pickerel and northern pike, while their wives and children swim, build sand castles on the beaches and relax in comfort and convenience.

Pelican Lake, near Ninette, offers scenic family vacations as well as good fishing. Along No. 1 Highway (west) are modern motels, catering to casual travellers and also sportsmen who make use of the fine hunting grounds. Oak Lake and Melita are names which should be in every sportsman's book. The Melita area is a haven for upland game birds and waterfowl. Oak Lake offers fishing as well.

Biggest city of the southwest area is Brandon, Manitoba's second largest urban centre, located 138 miles west of the provincial capital of Winnipeg. It lies in the verdant Assiniboine Valley, on the banks of that winding river, with picturesque hills rising on either side.

Straddling two main highways, No. 1 and No. 10, the "Wheat City" is both the hub of the rich farmlands that surround it and the gateway to northern areas of forest and lake. Within one or two hours of easy driving are the many lovely holiday spots which lie between it and the United States border, as well as the famous vacation playground of Riding Mountain National Park, north on No. 10.

VACATION HINTS

See the Finest — See Manitoba First

Look for the M.T.A. sign where ever you go in Manitoba — your assurance of the tops in accommodation, service, meals and holiday attractions. This pamphlet published by the following members of the —

MANITOBA TOURIST ASSOCIATION

P.O. Box 414

Winnipeg, Manitoba

SPORTSHAVEN MOTEL

C. O. Motheral

On No. 1 highway. Fishing, boating, hunting vacation at Oak Lake. Complete motel facilities. Rates \$6 to \$11 per day with refrigerators. Open year 'round.

OAK LAKE

— MANITOBA

POWNE'S MOTEL

W. G. Powne

Fully modern, winterized. Wall-to-wall broadloom rugs. Radios in all rooms. Automatic oil heat, car plugs. Located 75 yards off No. 83 highway.

MELITA

Phone 327

MANITOBA

*Our Tourist and Travel Bureau
Is Always at Your Service*

call at

BRANDON CHAMBER OF COMMERCE

232 TENTH ST.

BRANDON, MAN.

TWIN PINES MOTEL LTD.

Charles Chapman

Your home away from home. AAA approved. Centrally situated. Complete ultra modern motel facilities. Tree-shaded lawns for your relaxation. Thirty units and suites from \$4 to \$12 per day. Open year 'round.

1200-10th STREET

— BRANDON, MAN.

Nite Rest Tourist Camp

R. E. Richardson

On No. 10 highway in Brandon with complete facilities provided. Light housekeeping cabins if desired. Close to downtown shopping. Rates \$4 to \$8 a day, winter discount.

905-18th STREET

— BRANDON, MAN.



Minnedosa Valley

Brandon itself is a pleasant city of broad, tree-lined streets. In the downtown area are department stores and specialty shops, with imported china, woollens, linens, furs, blankets and a host of other items to catch the eye of the visitor.

Good picnicing spots are found in well-kept Stanley Park. Here, also, are the Zoological Gardens, containing a variety of animals and serving as a sanctuary for ducks and geese. The Public Museum and the Art Gallery are other points of interest, while baseball fans may see night games in the flood-lit Kinsmen Memorial Stadium.

During the first week in July each year Brandon's normally quiet streets are crowded and accommodation is at a premium, as visitors flock to the Western Canada Trade Fair and Provincial Exhibition. For more than 70 years "Brandon Fair", with its agricultural and industrial exhibits and its midway, has been a highlight of the summer in western Manitoba.

Tourists will find first-rate accommodation facilities in Brandon, including some of Manitoba's most modern and attractive motels.

To the west of Brandon, situated near the Manitoba-Saskatchewan border on No. 1 Highway, is Virden, hub of the fabulous new oil industry of this province. Over 500 pumping wells dot the wheat-laden landscape—truly a remarkable sight.

Leaving Brandon, No. 10 Highway leads northeast to the agricultural town of Minnedosa, nestled in its beautiful valley. This area, as well as that around Neepawa 18 miles to the east, is famous for its pothole waterfowl shooting. From Minnedosa the highway winds through green hills, from which the traveller glimpses panoramas of rolling farmland, climbing upward to the vast plateau of Riding Mountain National Park.

On the way are the little towns of Erickson and Onanole. A few miles from the latter is a dude ranch, known for its pleasant accomodation and scenic surroundings. Here vacationists may enjoy an atmosphere of the

HILLCREST MOTEL

V. W. and A. W. Arnold

Stay at a new ultra modern motel. Eighteen units, double units having two bedrooms. Close to downtown shopping. Housekeeping available. Rates from \$4.00 to \$10.00 per day. Open year 'round — central heat.

BOX 91

BRANDON, MAN.

SCOTSMAN MOTEL

Bob Maxwell — Mac Shewan

Comfortable, restful, convenient. Tub or shower in each unit. T.V.

One mile south of Brandon on No. 10 highway.

Open year 'round.

BRANDON

Phone 7181

MANITOBA

SPRING PARK MOTEL

Fully Modern — Restaurant Service — Station on Premises

1½ miles west of BRANDON, Manitoba, on No. 1 Hwy.

WALTER & PAUL MARTINOOK, PROPS.

Box 302 or Phone 873-23

BRANDON

MANITOBA

NORTH HILL MOTEL

Brandon's Newest and Finest

Coffee Bar and Lounge — Shower and Bath — Individual Room Temperature. Member of The Best Western Motels. Phone 2662. For reservations write to:

P. O. BOX 265

BRANDON, MANITOBA

SHAR-ON-DALE COURT

Modern Trailer Park — City water, sewer and electricity. Dependent and Independent Accommodation. Camping Area for tents. On No. 10 Highway, 6 blocks from a "Safeway" store. Across from Exhibition Grounds..

MISS V. G. HYDE — Owner-Manageress

BRANDON

MANITOBA

VIRDEN MOTEL

On No. 1 Highway — West of Brandon, Ultra Modern Units with kitchens. Rates \$5 — \$7 per day. Phone 608.

VIRDEN — OIL CAPITAL OF MANITOBA

old west and the thrills of trail riding — or perhaps boat, swim and fish in Clear Lake, on the shores of which stands the ranch.

Situated about 125 miles north of the international boundary and 175 miles northwest of Winnipeg, Riding Mountain National Park may be approached by modern highways from all directions. The park has a character and setting unique for any location in a prairie province, for it occupies a great plateau which rises sharply above the western plains — 2,200 feet above sea level.

Sweeping westward for nearly 70 miles, it contains an area of 1,148 square miles, a region of heavily-timbered uplands, sheltered valleys, boulder-strewn ridges and scores of lakes, which reflect the blue of the sky in their crystal-clear depths. Throughout the park wind smooth motor roads, from which may be seen magnificent stretches of forest.

Many of the park's natural features were shaped by the great glaciers of the Ice Age. The steep escarpment of Riding Mountain itself is mainly the result of pre-glacial erosion. Later, with the surrounding country, it lay under an immense sheet of ice. Evidence of glacial movements remains in the depressions now filled by small lakes and in moraine and boulders that are found in many parts of the park.

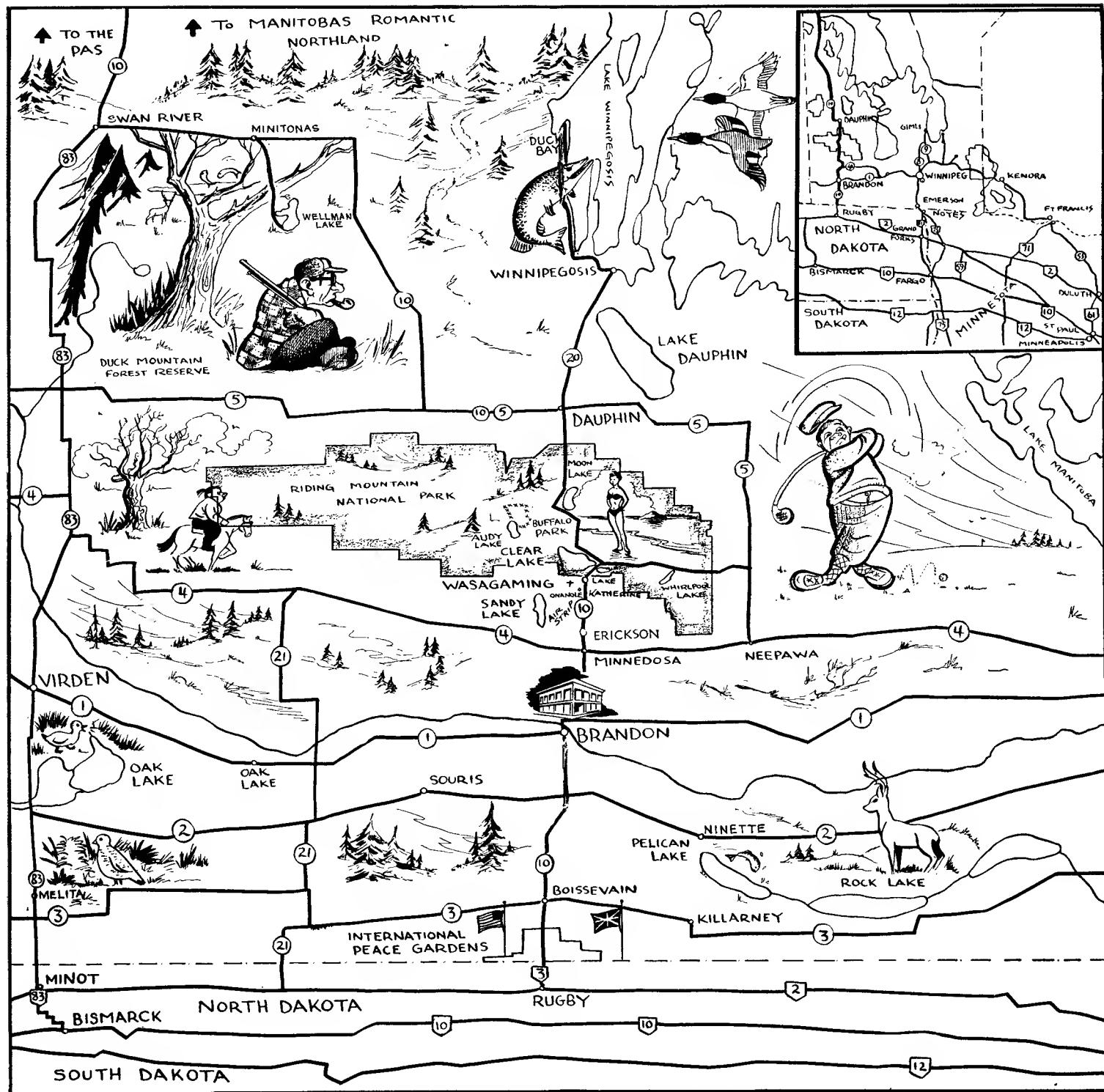
The first exploration of the region seems to have been carried out by a Canadian Government expedition under Henry Youle Hind in 1858.

Riding Mountain Park is easily accessible from the United States. Six main highways lead from the international boundary. Four converge on Brandon and two on Winnipeg.

The natural attractions of the park have a broad appeal. Eighty-five miles of excellent motor roads wind through forests of white and black spruce, jackpine, aspen, white birch, tamarack, balsam fir, green ash, elm and Manitoba maple. The contrasting coloring of bark and leaves, mingled with the deep shade of evergreens, provides a real show of nature's wonders.

Killarney Lake





The lakes of the park are among its great charms. Lying between green ridges, they vary in size from small tarns to bodies of water several miles long.

In a special fenced area of 2,000 acres near Lake Audy is a small exhibition herd of buffalo. Seen grazing in the lush meadows of the park, these animals recall thrilling stories of the days when Indians, armed only with bow and arrow, pursued thundering herds across the vast reaches of the prairie to the west. Included with the buffalo are a number of native elk, deer, and moose. Bring your camera.

WASAGAMING

Wasagaming, an attractive summer resort on the southern shore of Clear Lake, is the park townsite and contains the administrative headquarters. Here are graded and hard-surfaced streets, smooth green boulevards, well-kept walks and buildings constructed to harmonize with the natural beauty of the surroundings.

This miniature metropolis contains a number of hotels, several stores, restaurants, an outdoor roller skating rink, a beauty salon, drug store, theatre, souvenir shops, service garage and other business concessions.

In the centre of the townsite, adjoining the lakeshore, a large park area has been laid out with artistic walks, pergolas, flower beds, hedges, and other botanical displays. Near the centre of this area is the park administration building, which also serves as a bureau of information for visitors. The museum building is constructed of natural logs and stone. It contains mounted wildlife exhibits and Indian, geological and other displays. Several modern summer hotels and motels are operated by private enterprise.

For visitors travelling with cabin trailers or carrying their own camping equipment there is accommodation in the government campground. It is situated in a beautiful grove west of the business section of Wasagaming facing Clear Lake, and within easy reach of stores, restaurants and garages.

Park Scene—Clear Lake, Manitoba



GATEWAY MOTEL

In the beautiful Minnedosa Valley. A quiet resting place on your trip or for a longer stay. Complete modern motel facilities. Swimming, beach, boating, fishing. Open year 'round.

Motel suites at reasonable rates.

MINNEDOSA

— MANITOBA

NEEPAWA

At the junction of Highways 4 and 5 on the scenic route to Riding Mountain National Park, Clear Lake and the Northland. Neepawa offers the tourist excellent shopping facilities, two good parks, safe bathing, wonderful eating facilities and accommodation.

A pleasant place to stop—a pleasant place to Holiday.
May we be your host . . .

NEEPAWA CHAMBER OF COMMERCE

THE NEEPAWA MOTEL

Your hosts ED. & FRIEDA SMEE

Approved by AAA. Government 5*. Beautifully appointed units, each with tub. Soft water — Individual automatic heat. Car plug-ins provided — Open year round. Located at the Junction of Highway 4 and 5. Scenic route to Clear Lake, Riding Mountain National Park and the Northland.

NEEPAWA

— PHONE 531 —

MANITOBA

BAMBOO GARDENS

One of Manitoba's Finest Restaurants

SPECIALIZING IN FINE CHINESE FOODS AND STEAKS.
Fully Modern

Air Conditioning

A friendly welcome and good food awaits the tourist. Phone 37.

NEEPAWA "Scenic route to the North" MANITOBA

COME TO ERICKSON

for ducks, fishing, deer, elk (in season). Hotels, garages, stores. Fine foods. Twelve miles from Riding Mountain Park.

Contact:

SECRETARY, CHAMBER OF COMMERCE
ERICKSON — MANITOBA

FLYING "R" RANCH

Ralph G. Frith

In the Riding Mountain, on South Shore of beautiful Clear Lake. Riding, swimming, boating, fishing. Rates include lodging in modern cabins, meals, use of horse and boat. Beginners coached. Single \$50 per week, double \$45. Special rates for children.

ONANOLE

Phone Erickson 312-14

MAN.

Sports open to visitors include swimming, boating, riding, hiking, tennis, golf and lawn bowling—in addition to motoring along the scenic roads. A special area for baseball, softball and field sports, as well as horseshoe pitch and children's playground, will be found near the public campground at Wasagaming. A picnic ground, equipped with tables, benches, and outdoor stoves is also available. A modern motion picture theatre, an outdoor roller skating rink and a fine dance pavilion operated by private enterprise in Wasagaming extend the day's enjoyment.

The beautiful golf course is definitely one of the best in Canada.

Of the beaches in the park, the one on Clear Lake, which stretches for a mile and a half along the townsite of Wasagaming, is outstanding. A breakwater constructed in the lake forms a sheltered bay.

For tennis enthusiasts there are eight clay courts at Wasagaming which rank with the best in the province, and are available for use at a nominal fee. A large pavilion with spacious verandas and dressing rooms overlooks the courts.

Fishing, riding, hiking and motoring are other features. Clear Lake has been stocked with lake trout. Great northern pike, whitefish and perch are also taken.

Riding enthusiasts have a choice of several fine trails over which to explore the region.

But Riding Mountain Park is just one of the attractions of Manitoba's southwest.

Further north, Swan River and Minitonas lead into newly-opened Wellman Lake and the Duck Mountain Forest Reserve with its virgin fishing waters. On Lake

PARKVIEW CABINS

Mrs. S. Calder

Housekeeping cabins on spacious landscaped grounds. Spring-filled mattresses, hot plates, wood stoves, iceboxes, bedding supplied. Central plumbing and showers. Rates \$3 to \$5 a day; weekly arrangements can be made.

Riding Mountain National Park
WASAGAMING **Phone 312-23** **MANITOBA**

Idylwylde Bungalows and Motel

Gordon Beard

Central heating, daily maid service, some suites with kitchens. MOTEL RATES \$9 to \$15 a day to accommodate one to six persons. CABIN RATES \$3.50 per unit per day, \$21.50 to \$51.40 a week. Ten per cent off for week-long reservations. Open from May to September.

Riding Mountain National Park
WASAGAMING **—** **MANITOBA**

Lee's Holiday Bungalows

Don and Anna Lee

Convenient choice of one, two or three bedroom modern bungalows. All equipped with kitchenettes with gas ranges and refrigerators. Popular rates include linen and blankets. Complete playground for children of all ages. 3 acres of landscaped grounds.

Riding Mountain National Park
WASAGAMING — MANITOBA

GUEST COTTAGE

On Dogwood, two doors from Wasagaming Drive, 10 minutes from shopping centre. Good accommodation.

Apply to: Miss N. M. Dickson

or

The Spinning Wheel Gift Shop
Riding Mountain National Park
WASAGAMING — MANITOBA

Plan a Vacation in Beautiful Riding Mountain National Park
Stay at Wasagaming's finest

Walker's Sylvan Lodge Ltd.

(Located on Wasagaming Drive facing Clear Lake)
Coffee shop in Lodge. Approved by Duncan Hines.

RUSS AND BRUCE WALKER
P.O. WASAGAMING, MAN. PHONE 20

AVERY'S SUMMER RESORT

Jeff Avery

On sandy shore of Rock Lake, one of Manitoba's beauty spots. Hotel, cabins, boats. Coffee bar, dining room, lunches at all hours. Fishing, swimming, duck and deer hunting in season.

CLEARWATER P.O. — MANITOBA

RAINBOW CABINS

WASAGAMING, MANITOBA

The finest one, two and three bedroom housekeeping cabins at beautiful Clear Lake. All fully modern, accommodating two to eight persons.

Special Low Rates during June and September
YOUR HOSTS — BILL and HAZEL ANDREWS
WINTER ADDRESS — Box 68 ERICKSON, MANITOBA

Dauphin Welcomes Visitors

Forty miles north of Clear Lake on new hard-surface highway. Hotels, tourist camps, motels, skating, curling, theatres, bowling alleys, dance halls, children's playgrounds. Excellent shopping facilities. Shops closed Thursday afternoon. Lake Dauphin—offering all summer vacation facilities—is 10 miles east.

CHAMBER OF COMMERCE, DAUPHIN, MAN.

Vermillion Motel and Trailer Park

Just 10 miles from Lake Dauphin, 42 miles from Clear Lake in Riding Mountain National Park. THE logical stop on your way north. Rates—double cabin, \$8 a day, \$48 a week. Single \$4 a day, \$24 a week. Light housekeeping facilities in main cabin and outdoor kitchen.

c/o DAUPHIN PARKS BOARD, DAUPHIN, MAN.

'TWEEN LAKES MOTEL

Harry and Sadie Breslaw

On No. 10 highway. Tub and shower in each unit. Travellers' sample rooms. Wall-to-wall carpeting. Free ice cubes. Open year 'round.

DAUPHIN

Phone 4288

MANITOBA

Sunny Bay Hunting and Fishing Lodge

A. Sanoffskey

Fish off Lake Winnipegosis for walleye and northern pike. Duck hunting during season. Boats available. Rates \$6 per day for party of four. Light housekeeping cabins or meals available. Open till end of duck hunting.

DUCK BAY

— **MANITOBA**

VISIT MINITONAS, MAN.

Gateway to beautiful Wellman Lake in Duck Mountain Forest Reserve. Modern hotel or cabin accommodation. Trout and pike fishing, bathing beach. Site of the western Canada speedboat finals.

MINITONAS CHAMBER OF COMMERCE

Winnipegosis, Duck Bay has canvasbacks, redheads, great greenhead mallards and pintails. Then there are great northern pike and walleye to fill the angler's creel.

The town of Dauphin guards the northern gates of Riding Mountain Park and introduces the traveller to the changing terrain. Dauphin is a handsome, prosperous cluster of people who are justly proud of their rich farmlands, their manufacturing industries and the beautiful lake nearby. Other hospitable, prosperous and progressive towns—like Neepawa and Swan River—are located through the southwest area.

Yes, for excitement and relaxation—for a holiday land of contrast that meets every tourist's requirements—Manitoba's southwest fills the bill!



Information Centre at Winnipeg

For Your Convenience...

... and for information concerning routes, accommodation and points of interest throughout the province, the Manitoba Bureau of Travel and Publicity has set up information centres at Winnipeg, in Room 101 of the Legislative Building, and on the outskirts of Emerson, Manitoba, just inside the provincial border at the junction of U.S.-Canadian Highways 75 and 81.

Let the Bureau's trained personnel help you to make your vacation in Manitoba more enjoyable.

The Emerson Centre



